CLAIMS

What is claimed is:

1   1.   A method for providing enhanced advertising of a 2-D video broadcast,

2   comprising:

3   receiving the 2-D video broadcast, wherein the 2-D video broadcast

4   comprises a 2-D advertisement containing a 2-D image, and one or

5   more 3-D shapes of text;

6   generating a 3-D highlighted image from the 2-D image;

7   applying the 3-D shapes of text to the 3-D highlighted image to generate a

8   localized 3-D highlighted image; and

9   displaying the localized 3-D highlighted image to a specific viewer.

1   2. The method according to claim 1, wherein applying the 3-D shapes of text

2   comprises:

3   using the 3-D shapes of text as a template; and

4   cutting the 3-D highlighted image around the template.

1   3. The method according to claim 2, wherein applying the 3-D shapes of text

2   further comprises displaying a color to contrast the 3-D highlighted image.

1   4.   The method according to claim 1, wherein applying the 3-D shapes of text

2   further comprises embossing the 3-D shapes of text within the 3-D highlighted

3   image.

1   5.   The method according to claim 1, wherein applying the 3-D shapes of text

2   further comprises raising the 3-D shapes of text above the 3-D highlighted

3   image.

6.   The method according to claim 1, further comprising selecting a specific

2   3-D shapes of text for the specific viewer.

3   7.   A system for providing enhanced advertising of a 2-D video broadcast,

4   comprising:

5   means for receiving the 2-D video broadcast, wherein the 2-D video

6   broadcast comprises a 2-D advertisement containing a 2-D image,

7   and one or more 3-D shapes of text;

8   means for generating a 3-D highlighted image from the 2-D image;

9   means for applying the 3-D shapes of text to the 3-D highlighted image to

10   generate a localized 3-D highlighted image; and

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11   means for displaying the localized 3-D highlighted image to a specific

12   viewer.

1   8.   The system according to claim 7, wherein the means for applying the 3-D

2   shapes of text comprises:

3   means for using the 3-D shapes of text as a template; and

4   means for cutting the 3-D highlighted image around the template.

9.   The system according to claim 8, wherein the means for applying the 3-D

shapes of text further comprises means for displaying a color to contrast the

3-D highlighted image.

1   10.   The system according to claim 7, wherein the means for applying the 3-D

2   shapes of text further comprises means for embossing the 3-D shapes of text

3   within the 3-D highlighted image.

1   11.   The system according to claim 7, wherein the means for applying the 3-D

2   shapes of text further comprises means for raising the 3-D shapes of text above

3   the 3-D highlighted image.

1   12.   The system according to claim 7, further comprising means for selecting a

2   specific 3-D shapes of text for the specific viewer.

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1   13.   A computer-readable medium having stored thereon a plurality of

2   instructions for providing enhanced advertising of a 2-D video broadcast, said

3   plurality of instructions when executed by a computer, cause said computer to

4   perform:

5   receiving the 2-D video broadcast, wherein the 2-D video broadcast

6   comprises a 2-D advertisement containing a 2-D image, and one or

7   more 3-D shapes of text;

8   generating a 3-D highlighted image from the 2-D image;

9   applying the 3-D shapes of text to the 3-D highlighted image to generate a

10   localized 3-D highlighted image; and

11   displaying the localized 3-D highlighted image to a specific viewer.

1   14. The computer-readable medium of claim 13 having stored thereon additional

2   instructions, said additional instructions when executed by a computer for

3   applying the 3-D shapes of text, cause said computer to further perform:

4   using the 3-D shapes of text as a template; and

5   cutting the 3-D highlighted image around the template.

1   15.   The computer-readable medium of claim 14 having stored thereon

2   additional instructions, said additional instructions when executed by a computer

3   for applying the 3-D shapes of text, cause said computer to further perform

4   displaying a color to contrast the 3-D highlighted image.

1   16.   The computer-readable medium of claim 13 having stored thereon

2   additional instructions, said additional instructions when executed by a computer

3   for applying the 3-D shapes of text, cause said computer to further perform

4   embossing the 3-D shapes of text within the 3-D highlighted image.

1   17.   The computer-readable medium of claim 13 having stored thereon

2   additional instructions, said additional instructions when executed by a computer

3   for applying the 3-D shapes of text, cause said computer to further perform

4   raising the 3-D shapes of text above the 3-D highlighted image.

1   18.   The computer readable medium according to claim 13, having stored

2   thereon additional instructions, said additional instructions when executed by a

3   computer, cause said computer to further perform selecting a specific 3-D

4   shapes of text for the specific viewer.

5   19.   A set top box for generating 3-D enhanced advertising from 2-D video

6   broadcasts, comprising:

7   a processor coupled to a bus; and

8   a storage device coupled to the bus, wherein the storage device is configured to

9   store instructions executed by the processor;

10   wherein the processor receives the 2-D video broadcast, wherein the 2-D

11   video broadcast comprises a 2-D advertisement containing a 2-D

12   image, and one or more 3-D shapes of text; generates a 3-D

13   highlighted image from the 2-D image; applies the 3-D shapes of

14   text to the 3-D highlighted image to generate a localized 3-D

15   highlighted image; and displays the localized 3-D highlighted image

16   to a specific viewer.

1   20.   The set top box of claim 19, wherein the processor uses the 3-D shapes

2   of text as a template; and cuts the 3-D highlighted image around the

3   template.

1   21.   The set top box of claim 20 wherein the processor displays a color to

2   contrast the 3-D highlighted image.

1   22.   The set top box of claim 19, wherein the processor embosses the 3-D

2   shapes of text within the 3-D highlighted image.

1   23.   The set top box of claim 19, wherein the processor raises the 3-D shapes

2   of text above the 3-D highlighted image.

1   24.   The set top box of claim 19, wherein the processor selects a specific 3-D

             shapes of text for the specific viewer.